

Head of Income Generation

JOB DESCRIPTION

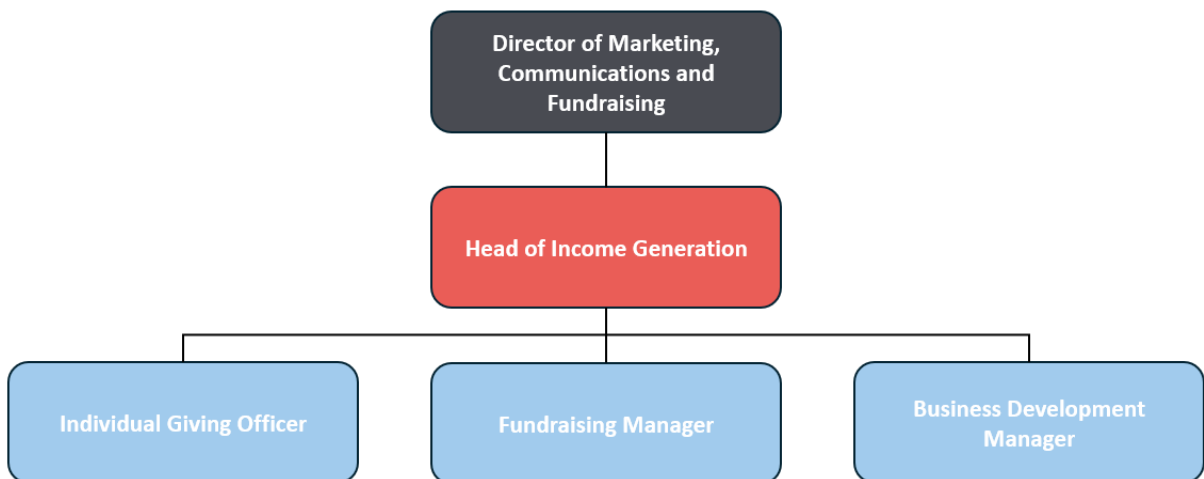
Location: London (Hybrid – required to work from the office 2 - 3 days per week, plus attendance at events and external meetings as required)

Work pattern: 35 hours per week, Monday through Friday, 9 am to 5 pm with an occasional need to work outside core hours to meet the demands of the role.

Responsible for: Senior Individual Giving Officer, Fundraising Manager, Business Development Manager.

Interaction with: Directors, Managers, and Staff at FEC as well as stakeholders, clients, etc

Reporting line:



Role - brief overview:

The Head of Income Generation (IG) is a new, pivotal senior manager role responsible for developing and delivering income generation. Overseeing all income streams, including high-value fundraising, trusts and foundations, individual giving, corporate giving and other business development opportunities, this role will work towards a multimillion-pound income target. This role will manage three direct reports and work closely with the Director of Marketing, Communication and Fundraising and other members of the SMT to deliver ambitious income-generation plans. To be successful as the Head of Income Generation, the postholder will be able to demonstrate previous experience of leading an income generation function and delivering success across both high-value and public fundraising. They will have a proven track record of securing income from multiple funding streams and be able to demonstrate strategic leadership that has led to significant income growth.

PRINCIPAL RESPONSABILITIES

- Build and execute a multi-stream income generation plan, managing varied revenue sources, to meet annual growth targets.
- Line manage the Senior Individual Giving Officer, Business Development Manager and Fundraising Manager, fostering innovation and collaboration within your team, to jointly deliver annual growth targets, reporting requirements and excellent stewardship.
- Drive the development of tailored, high-impact proposals and pitches to engage relevant companies and secure strategic, multifaceted partnerships that align with the charity's mission.
- Work with the wider business and directorate, including marketing, communications and events, to identify and deliver new, innovative IG projects to help achieve annual targets.

Income Generation

- Develop and execute an income generation strategy to drive revenue and market presence, across trusts, foundations, charities, business development, individual giving plus other transformational giving opportunities when relevant
- Work with the team to drive lead generation and conversion, manage the IG pipeline to achieve the required income growth.
- Research potential markets, analyse fundraising trends, and identify new opportunities to create a pipeline of new funders to fill gaps and increase income.
- Build, grow, and manage strategic relationships with key stakeholders, partners, and clients.
- Lead the development, preparation, and submission of inspirational funding applications in line with requirements.
- Lead on pitching, negotiating, and securing a variety of high-value partnerships, ensure senior stakeholders are fully briefed if accompanying meetings.
- Deliver tailored proposals and presentations backed by strong insight and storytelling
- Proactively network and represent FEC, identifying where and how to bring in senior stakeholders, to secure future funding.
- Secure partnerships that offer 'in kind' investment around venue hire, clothing, equipment, and other relevant industries when required.
- Collaborate and work effectively with the Employer Engagement team to enhance effective cross-team relationships, maximising the opportunities from our existing employer / corporate database.

- Take an active role in planning and delivering key new funding events to support income generation and stakeholder engagement.

Stewardship

- Lead the stewardship and growth of existing funders, using creative and strategic methods to increase value and longevity.
- Build strong, influential relationships with key decision-makers internally and externally.
- Represent FEC at events, meetings, and networking opportunities to grow visibility and to deepen engagement
- Collaborate with the wider fundraising team to ensure alignment across all corporate partner strategies and pathways.
- Work with other departments like the employer engagement team, programme delivery, compliance, and finance to ensure effective partnership implementation.
- Lead the management of all reporting requirements for corporate partners and demonstrate impact and outcomes according to agreements and contracts.
- Collaborate with the wider team and department to ensure alignment and identify opportunities with seamless handovers.
- Lead the management of monthly reporting requirements for funders and demonstrate impact and outcomes according to grant agreements and contracts.

Reporting and Administration

- Maintain accurate prospect and pipeline data on the charity's CRM system (Salesforce) and use data and insight to prepare regular reports on income generation progress, forecasting, budgets, and KPIs to senior leadership.

General Responsibilities

- Lead and manage the income generation team, fostering innovation and collaboration, whilst providing strategic direction and support to ensure the team feel empowered to deliver objectives.
- Oversee budget, monitor performance against goals and KPIs, and conduct contract negotiations.
- Comply with organisational requirements, adhering to the specific rules, regulations, policies, and standards set by an organisation to ensure it operates legally and ethically, and to maintain a safe and respectful work environment.

- The post holder may be required to carry out other duties that can reasonably be considered within the scope and purpose of the job and the aptitudes of the job holder

PERSONAL SPECIFICATION

Desirable Competencies:

- Experience of working across additional fundraising streams, such as individual giving, major donors, community fundraising, legacy or digital fundraising.
- Knowledge of ethical fundraising, due diligence and the importance of developing partnerships that align with an organisation's mission and values.
- Experience of developing commercial partnerships, sponsorship opportunities or cause-related marketing campaigns.
- Experience of working within a growing organisation or developing a new area of fundraising activity.
- Experience of using a customer relationship management system to manage fundraising relationships, opportunities and income pipelines – currently use Salesforce.
- Knowledge of relevant fundraising legislation, regulation and good practice, including the Fundraising Regulator's Code of Fundraising Practice, data protection and responsible use of supporter information.
- Educated to degree level or equivalent.
- Empathy with and a good understanding of ex-Forces personnel and the challenges they can face.

Essential Competencies:

- Significant experience of working in a senior fundraising, income generation, partnerships and/or business development role, with responsibility for generating income across several income streams.
- Experience of developing and delivering successful income generation strategies and a proven history of meeting or exceeding financial goals.
- A proven ability to secure face to face meetings with hard-to-reach prospects, utilising pre-existing trusted relationships to develop funding opportunities.
- A strong track record of securing and growing income from trusts, foundations, corporate partners, businesses, other external organisations

- Demonstrable experience of developing successful funding relationships, from identifying and approaching prospective partners through to securing, managing and growing partnerships.
- Experience of developing compelling funding propositions, partnership proposals, applications, pitches or presentations that have successfully generated income.
- Experience of building and maintaining effective relationships with senior stakeholders, funders, corporate partners and other external decision-makers.
- Experience of managing income targets, fundraising pipelines and financial forecasts, with the ability to assess progress, identify risks and prioritise opportunities.
- Experience of working collaboratively with colleagues across different teams to develop funding opportunities, cases for support and partnership activity.
- Experience of providing effective line management, support and development to staff.